



## **CITY OF SUNNYVALE, CALIFORNIA**

### **REQUEST FOR PROPOSALS**

#### **FOR THE**

**OPERATION OF SUNNYVALE'S GOLF COURSE RESTAURANTS  
605 MACARA AVENUE & 1010 S. WOLFE ROAD  
SUNNYVALE, CALIFORNIA**

#### **PROPOSALS DUE:**

**Tuesday, January 20, 2015 AT 4:00 PM**

**To:  
Scott Morton  
Superintendent of Parks & Golf  
Public Works Department  
PO Box 3707  
Sunnyvale, CA 94088-3707**

**(May be hand delivered to City of Sunnyvale Municipal Corporation Yard  
located at 221 Commercial St. See Attachment "A" for map)**

**(408) 730-7596**  
[smorton@sunnyvale.ca.gov](mailto:smorton@sunnyvale.ca.gov)

# TABLE OF CONTENTS

	Page No.
I. Introduction and Purpose .....	3
II. Goals and Objectives .....	3
III. Background .....	4
IV. Site Description .....	5
V. Instructions, Selection Process and Key Dates .....	6
VI. Documentation of Financial Responsibility .....	9
VII. Proposal Format and Content.....	10

Attachment A - Sunnyvale Municipal Corporation Yard Map

Attachment B - Sunnyvale Golf Restaurant Site Maps

Attachment C - Annual Revenue Summary 2008-2012

Attachment D - Floor Plans for Site Buildings

Attachment E - Proposed Yearly Operations Summary Plan

## **I. INTRODUCTION AND PURPOSE**

The City of Sunnyvale is seeking proposals from qualified individuals or organizations interested in entering into a license agreement to provide the management, operations and maintenance for each of two golf course restaurants located at Sunnyvale Golf Course, 605 Macara Avenue (see Attachment B), Sunnyvale, California, and Sunken Gardens Golf Course, 1010 S. Wolfe Road (see Attachment B), Sunnyvale California, commencing April 1, 2015. The City is seeking to license each restaurant separately; however, consideration will be given to one entity being awarded both license agreements.

## **II. GOALS AND OBJECTIVES**

The City of Sunnyvale is well known for excellence in customer service and fiscal responsibility. The City seeks a restaurant operator(s) who shares these essential values and who will incorporate them into the public restaurants at the City's two golf facilities.

The City's specific objectives in selecting a restaurant operator(s) are noted below:

- A.** Enter into a business relationship with an effective, experienced and qualified entity to operate the restaurants. (The City may enter into an agreement with one provider for both locations or with two different providers.)
- B.** Manage the restaurants as a revenue generating service and provide a growing financial return to the City.
- C.** Ensure provision of quality food services, including (in no priority order):
  - 1. Full service menus and hours of operation at both sites including breakfast, lunch and dinner. (605 Macara Avenue location includes a small concession stand located on the course.).
  - 2. Full service bars at both locations.
  - 3. Provide facilities and food service/ catering at both locations for meetings, banquets and weddings.
- D.** Timely and responsive customer service.
- E.** Establish and maintain positive relationships with local businesses, community groups, course tournament groups, existing Sunnyvale golf clubs and leagues, charitable organizations, and the community at large.
- F.** Promotion of the Sunnyvale Golf Courses and golf in Sunnyvale.
- G.** Verifiable, full disclosure of financial and program data.
- H.** Provide a capital investment for restaurant facility improvements.
- I.** Provide for the day-to-day custodial service and basic maintenance of buildings and restaurant facilities.

### **III. BACKGROUND**

- A. City of Sunnyvale Recreation Services** – The City offers a full-range of recreation program opportunities and services. Recreation programs include sports, aquatics, golf, tennis and other health and wellness activities. Golf in Sunnyvale is an integral component to the City's array of recreational facilities and services and is offered year-round.
- B. History of Sunnyvale's Golf Courses** – Sunnyvale Golf Course was dedicated in 1968 and is a 18 hole, Par 70, 6,255 yard course. Sunken Gardens Golf Course was dedicated in 1973 and is a 9 hole, Par 29, 1,502 yard course. They are well maintained public courses and both operations (course maintenance) and services (Pro Shop) programs are run internally by the City. Last year approximately 52,000 rounds of golf were played at Sunken Gardens GC and 73,000 rounds at Sunnyvale GC.
- C. Program and Financial Data** – Five years of program financial data is attached (Attachment C, Annual Revenue Summary 2008-2012).
- D. Issues To Be Considered by Proposer During Proposal Preparation**
1. Previously, both locations were operated by one company under a license agreement that began in 1999 and was scheduled to terminate in 2019. However, the license agreement was terminated in 2012 due to unforeseen circumstances, necessitating the search for a new operator(s). In April 2013, a new company was awarded a 15-year license to again operate both facilities. This license was terminated in 2014 for failure to fulfill the requirements of the agreement.
  2. All kitchen and restaurant equipment including appliances and furniture that are not part of the building infrastructure are to be provided by the operator. Examples of items considered to be part of the infrastructure are walk-in refrigerator, counters that are affixed to the building, ventilation and fire suppression systems, all plumbing and fixtures, all electrical and fixtures, and HVAC.
  3. The status of the liquor licenses for both sites is undetermined. Although there is a possibility that they may be transferred to the new operator(s) at an undetermined cost, new licenses may need to be obtained. Proposers will be notified as soon as a final status is determined.

### **IV. SITE DESCRIPTION**

The restaurant formerly known as the “Vista at Sunnyvale” is located at 605 Macara Avenue on a 145 acre parcel of land that comprises the Sunnyvale Golf Course. The majority of the land is owned by the City of Sunnyvale with a portion leased from the Federal government. It is bordered by the City of Mt. View to the West, Highway 101 to the North and commercial areas to the East and South that are zoned MS-Industrial and Service. The commercial areas are thriving as indicated by the recent occupancy of two buildings immediately adjacent to the golf course by Apple Computer. The restaurant occupies the entire second floor of a building with the Golf Course Pro Shop being on the first floor. The second floor of the building is approximately 8,000 sq. ft. in size, including the following components and approximate sizes expressed in square footage:

1. Outdoor deck (2,000)
2. Banquet room (2,200)
3. Dining room 1-Bar (875)
4. Dining room 2 (750)
5. Dining room 3 (600)
6. Kitchen (800)
7. Restrooms (400)
8. Office space (200)
9. Foyer (175)
10. Concession stand (150, stand alone building on golf course)
11. Parking spaces (175 in number)

The restaurant formerly known as the “Vista at Sunken Gardens” is located at 1010 South Wolfe Road on a 30 acre parcel of land owned by the City of Sunnyvale that comprises the Sunken Gardens Golf Course. It is bordered by Medium Density Residential (R3) to the north, Highway Business El Camino Real (C2-ECR) to the West, High Density Residential (R4-ECR) to the South and Low Density Residential (RO) to the South. The building is approximately 2,500 sq. ft. in size, including the following components and approximate sizes expressed in square footage:

1. Storage (500)
  2. Kitchen (450)
  3. Dining room 1 (350)
  4. Bar/ Dining room 2 (900)
  5. Restrooms (200)
  6. Outdoor patio dining (1,200)
- (See Attachment “D”, Floor Plans for Site Buildings)

**All facilities should be considered to be provided to a future operator in an “as-is” condition.**

## **V. INSTRUCTIONS, SELECTION PROCESS AND KEY DATES**

**A. Submission of Proposals** - Proposers shall submit an original plus **four**

(4) copies of each proposal. Separate proposals shall be provided for the operation of each golf course restaurant, should interested party desire to operate both facilities. Proposals should be submitted in a sealed envelope, clearly marked "Request for Proposals for the Operation of Sunnyvale Golf Course Restaurant" and/or "Request for Proposals for the Operation of Sunken Gardens Golf Course Restaurant" prior to Tuesday, January 20, 2015, at 4:00 p.m. to Scott Morton, Superintendent of Parks & Golf, P.O. Box 3707, Sunnyvale CA, 94088-3707 (mailed) or to 221 Commercial St., Sunnyvale CA (hand-delivered).

- B. Pre-Proposal Walkthrough** – A pre-proposal walkthrough of the facilities will be held on Thursday, December 18, 2014, at 1:00 p.m. We will meet at 605 Macara Avenue first and then proceed to 1010 S. Wolfe Road afterwards. ***Attendance is mandatory at both locations.*** The purpose of the walkthrough is to discuss City objectives, to allow proposers to examine the facilities, to answer proposer questions, and/or to clarify the City's requirements, if necessary. Written addenda may be issued to all prospective proposers if deemed appropriate and necessary by the City. Those who wish to participate in the walkthrough should meet at the Sunnyvale Golf Course restaurant building promptly at 1:00 p.m.

The City shall presume that any proposer who submits a proposal is thoroughly familiar with all specifications and requirements of the Request for Proposals (RFP). The failure or omission to examine any form, instrument or document or to examine the existing facility and/or equipment and furnishings shall in no way relieve the proposer from any obligation in respect to the proposal.

- C. Proposal Preparation** – The proposal should clearly describe proposer's expertise and experience in the provision of restaurant, bar and food services. The proposal must closely adhere to the requirements of this RFP and must be presented in the established format. Failure to comply with RFP requirements may result in rejection of a proposal.
- D. Questions about Proposal Procedures or Specifications** – Questions regarding the specifications or proposal procedures, etc., should be addressed to Scott Morton, Superintendent of Parks & Golf at [smorton@sunnyvale.ca.gov](mailto:smorton@sunnyvale.ca.gov) or (408) 730-7596. All information provided in the Request for Proposals and its supporting documents is based on information from a variety of sources. No representation or warranty is made with respect thereto. Additional feasibility and marketing studies, etc., are the responsibility of the proposer.
- E. Late Proposals** – Any proposal received after the proposal deadline cannot be considered.
- F. Rights Reserved by the City** – The City reserves the right to:

1. Postpone the date and time announced for receipt of proposals by issuance of an Addendum at any time prior to the deadline for receipt of proposals;
2. Make such investigations as deemed necessary to determine the ability of proposer to perform the specified services;
3. Reject any proposal if the evidence submitted by or investigation of the proposer or City's past experience with proposer under another contract fails to satisfy the City that the proposer is properly qualified to successfully perform the obligations of the license;
4. Reject any or all proposals;
5. Determine the proposal(s) most advantageous to the City;
6. Consider proposals for a period of sixty (60) days following the deadline for receipt of proposals before deciding which proposal, if any, to accept;

**G. Modification or Withdrawal of Proposals**

1. Before Date and Time for Receipt of Proposals - Proposals that contain mistakes discovered by a proposer before the date and time for receipt of proposals may be modified or withdrawn by written notice to the City's Superintendent of Parks & Golf, Scott Morton, received prior to the deadline. Any modification shall be clearly identified as such and shall be made in writing, executed and submitted in the same form and manner as the original proposal.
2. After Date and Time for Receipt of Proposals - A proposer alleging a mistake in a proposal may be permitted to withdraw its proposal if the proposer alleges that the mistake made proposal pricing materially different than intended, provided that the proposer gives written notice of the mistake and the manner in which it occurred to the City's Superintendent of Parks & Golf, Scott Morton, within five (5) calendar days following the deadline for receipt of proposals and the City's Superintendent of Parks & Golf, Scott Morton, deems it to be in the best interest of the City.

**H. Cost of Proposal Preparation** – The City of Sunnyvale will not pay costs incurred by the proposer in proposal preparation. All such costs shall be borne by the proposer. All submitted materials shall become the property of the City of Sunnyvale.

**I. Proposal Evaluation and Award** – This is a Request for Proposals for qualified proposers with expertise and experience in the provision of restaurant, bar and food services. A review committee composed of City staff will evaluate written proposals based upon the stated evaluation criteria listed in section J and according to the format and content detailed in section VII and identify the proposer(s) most likely to meet the City's

needs. Any proposal that is not responsive regarding following the proposal format and content requirements as detailed in section VII may be rejected.

**J. Evaluation Criteria -- Completeness of Proposal and Adherence to Specified Format including:**

- Proposer qualifications and experience
- Proposed restaurant, bar and food services
- Facility maintenance plan
- Financial stability and return to the City
- Extent of proposed capital improvements for facilities
- Quality of equipment and furnishings
- Yearly operations summary and business plan
- Thoroughness of start-up strategy
- Overall quality of the proposal

Proposers may be required to make an oral presentation before the City review committee at a City site.

The selection process will conclude with City's identification of the proposer(s) whose proposal is most likely to meet the City's needs. License negotiations will closely follow.

Should license negotiations fail to conclude with an agreement acceptable to both parties, the City may release, at its own discretion, the first considered proposer(s) and begin negotiations with subsequent candidate(s). City Council retains the final authority to approve any long-term license agreement. Until the license agreement is executed, the City retains its rights to reject any and all proposals.

Proposals may be accessed by the public once a successful proposal is selected and proposers are notified (with the exception of financial disclosures required in Section VI – Documentation of Financial Responsibility). To access public records under the California Public Records Act, follow the directions posted on the City's web site at <http://sunnyvale.ca.gov/Departments/OfficeoftheCityManager/CityClerk/AccessPublicRecords.aspx> or call the City Clerk's office at (730-7483).

## **KEY DATES**

Issuance of RFP – December 1, 2014

Mandatory pre-proposal walkthrough – December 18, 2014 @ 1:00 p.m.

Proposals due to City – January 20, 2015 @ 4:00 p.m.



City reviews proposals – January 21, 2015 through January 26, 2015  
City may interview a short list of proposers – January 27, 2015, through January 30, 2015  
City Determines Successful Proposer – February, 2015  
Notifications to unsuccessful proposers – February, 2015  
License Agreement negotiations begin– February, 2015  
Parks & Recreation Commission reviews License Agreement – March, 2015  
City Council considers final License Agreement – March, 2015  
Successful Proposer(s) begins operation of golf course restaurant(s) – April 1, 2015

The City reserves the right to modify the schedule as needed and will notify proposers of any modifications.

- K. Non-Collusion Certification** – By submitting a proposal, the proposer is certifying that he/she has not directly or indirectly been collusive with any other proposer in the preparation and submission of the proposal. If at any time it shall be found that the person, firm or corporation engaged in collusive activity, the person, firm or corporation shall be liable to the City for all loss or damage which the City may suffer as the result of the collusive activity, including but not limited to, the cost of advertising and awarding a replacement license for the service. This does not restrict the ability to collaborate with other individuals or groups to submit a joint proposal.

## **VI. DOCUMENTATION OF FINANCIAL RESPONSIBILITY**

The City reserves the right to, and may ask for the following documentation prior to scheduling an interview with Proposer:

1. Certified financial audits or copies of filed federal tax returns for the past three (3) years in separate envelopes delineating the corresponding year.
2. Letters of reference from a major bank or lending institution.
3. Representation that the proposer is not in default under any lease or purchase contract.
4. A statement describing any litigation in which the entity and principals have been involved during the past five years.
5. A statement regarding any past or current bankruptcies involving the entity, the principals, or any affiliates during the past seven years.

Financial information shall be kept confidential to the extent permitted by law. The City reserves the right to perform a background or credit check on any proposer or its principals. Additional information may also be requested.

## **VII. PROPOSAL FORMAT AND CONTENT**

Proposals shall include and will be evaluated on the specific information

requested below. To expedite review by the City, information provided in the proposal must be presented in the following sequence and format, and identified by corresponding letter/ number:

**A. Proposer Qualifications and Experience**

1. Legal structure of entity submitting proposal; i.e. sole proprietor, partnership, corporation, etc. If a partnership or corporation, indicate the ownership, rights and roles of each member of the partnership or corporation. Preference will be given to a single proposal providing multiple programs or services. Single proposers, consisting of consortiums, joint ventures, or other partnership ventures, must clearly establish that all license negotiation responsibilities will rest solely with one individual, firm or legal entity.
2. All principals of entity submitting proposal, and a contact person with contact address, phone number, and e-mail.
3. Business and personal references of all principals as well as for the proposing entity, if applicable.
4. Related experience of principals, including number of years, type of business, positions held, special training, certifications, level of authority, etc.
5. Verifiable track record of success in similar or related business operations. Provide the name and location of all existing operations and any operations managed in the past five years.
6. Evidence of financial ability to fulfill probable license commitments, including ability to provide equipment and furnishings.
7. Any additional information that will assist the City in evaluating the proposal.

**B. Proposed Restaurant, Bar and Food Services**

Proposal shall include a detailed description of the proposed services, including, but not limited to:

1. Type(s) and description of food to be offered including menus for restaurant, bar and catering service.
2. Type(s) and description of catering, banquets, room rentals and special event services offered.
3. Type(s) and description of bar services offered
4. Proposed hours of operation, including holidays.
5. Proposed staffing plan including involvement of principal(s) and/or owner(s) in operations.
6. Names, qualifications, and certifications of operator's chef and management staff.
7. Intended use of various areas of the facility.
8. Safety plan covering the various types of services included in this proposal.

9. Other information, as necessary, to fully describe proposed services.

**C. Facility Maintenance**

The proposal shall provide the operator's plan for the frequency and description of custodial and basic maintenance of the buildings and restaurant related facilities and equipment. Note: The City currently provides for maintenance of the existing infrastructure including electrical, plumbing and structural systems

**D. Financial**

1. Methodology for determining pricing; proposed prices, and general pricing strategy for food, beverage and other related services.
2. Proposed license term (such as five years with an opportunity to extend in five year increments if both parties agree). The City is open to consider longer terms for proposals that include substantial investments in facility upgrades.
3. Proposal for revenue to the City over the course of the proposed term. The City prefers a fixed monthly rent that will escalate over the course of the license term, but is also willing to consider a base rent and percentage of gross revenue as the basis for the City's compensation. Utilities are the responsibility of the proposer.

**E. Restaurant Facilities Improvements**

The City has a capital improvement program to maintain the facilities infrastructure in their current condition. However, there is currently no City funded project to significantly renovate or replace the existing buildings. The proposal shall indicate if the proposer intends to invest in the remodel or alteration of the restaurant buildings or facilities, including the proposed amount of operator investment and a description of the improvements. Proposal should indicate building use requirements (including exclusive use) and a plan for maintenance of the remodeled building(s).

**F. Equipment and Furnishings**

It should be assumed that the buildings will contain no equipment or furnishings and the proposal shall include a list of the equipment and furnishings that operator will provide for the proposed services. It is possible; however, that the building will have equipment and furnishings including some amount of kitchen appliances and tables/ chairs (see Attachment D). All proposers will be notified as soon as a final status on this item is determined.

**G. Yearly Operations Summary and Business Plan**

The proposal shall include a Proposed Yearly Operations Summary (see Attachment “F” Proposed Yearly Operation Summary Plan) for each of the first three (3) years of the proposed term of the license. The operator’s proposed business plan shall address:

- Proposed financial return to the City
- Budget plan
- Financial stability
- Financial transparency

**H. Start-Up Strategy**

The proposal shall include a description of the proposed start-up strategy including, but not limited to:

1. Furnishings
2. Expendable equipment
3. Supplies and materials for the operation of services and programs
4. Staffing level including all required positions, qualifications, functions, and pay rates
5. Proposed marketing plan
6. Proposed written revenue handling procedures and policies
7. Proposed written safety procedures and policies
8. Proposed reservation/point-of-sale system and related equipment.
9. Customer service plan
10. Proposed plan for establishing and maintaining positive relationships with golf and community groups.
11. Other information, as necessary, to fully describe start up strategy

**I. Signature**

The proposal must be signed by the proposer or an officer, partner or other representative duly authorized to sign such proposals on behalf of the proposer. If not signed by the proposer, a notarized resolution of the governing board of the entity establishing such authority to the signer must be attached.

**INFORMATION DISCLAIMER:**

The information contained herein is in summary form. It is believed to be accurate. However, no warranties are expressed or implied.